R. J. Reynolds Tobacco Company
DECEMBER '96 DPC PROMOTION

Account: **NORTH JERSEY TOBACCO #535731**

Brand Promotion		Salem .20 off 4 carton display	

Display Packing		2 ctns Salem K 2 ctns Salem LTs
Allocation (cs)		1 Salem K(12M) 1 Salem LtK(12M)
EFT $ Amount		
Displays		24 PR
Date Product Recvd		12/9/96
Display Assembly		Immediately
Displays Shipped to Retail - procedures required to receive .08 per ctn Category II payment:	Send a **display and introductory letter** automatically to accounts on attached list beginning 12/9/96	Please cross out any account that refuses promotion and return list to RJR
You will be credited with the following estimated December monthly Category II payment if all displays are sent to accounts on attached list by December 20, 1996		$590.00*
Packing and shipping payment if packing is completed within 2 weeks		28.00 per 12M case of Live product

*Must make July-Dec. RJR share of market or Savings share of category goal to collect this $

Note:
① Send 1 display to each account on attached DPC list.
② Voice mail 800-757-8255 mail box #48795 to request payment before sending out displays.

51843 4773

Source: https://www.industrydocuments.ucsf.edu/docs/lgbp0000

R. J. Reynolds Tobacco Company
DECEMBER '96 DPC PROMOTION

Account: **KING VENDING #334410**

Brand Promotion		Salem 2¢ off 1 carton display	

Display Packing		2 ctns Salem K 2 ctns Salem LTs
Allocation (cs)		1 Salem K(12M) 1 Salem LtK(12M)
EFT $ Amount		
Displays		15
Date Product Recvd		12/9/96
Display Assembly		Immediately
Displays Shipped to Retail - procedures required to receive .08 per ctn Category II payment:	Send a **display and introductory letter** automatically to accounts on attached list beginning 12/9/96	Please cross out any account that refuses promotion and return list to RJR
You will be credited with the following estimated December monthly Category II payment if all displays are sent to accounts on attached list by December 20, 1996		$717.00*
Packing and shipping payment if packing is completed within 2 weeks		28.00 per 12M case of Live product

*Must make July-Dec. RJR share of market or Savings share of category goal to collect this $

Note:
① Send 1 display to each account on attached DPC list.
② Voice mail 800-757-8255 mail box #48795 to request payment before sending out displays.

51843 4774

Source: https://www.industrydocuments.ucsf.edu/docs/lgbp0000

R. J. Reynolds Tobacco Company
DECEMBER '96 DPC PROMOTION

Account: **EDMUND KLEINER #339120**

Brand Promotion		Salem 20 off 4 carton display	

Display Packing		2 ctns Salem K 2 ctns Salem LTs
Allocation (cs)		0 Salem K(12M) 0 Salem LtK(12M)
EFT $ Amount		
Displays		2
Date Product Recvd		12/9/96
Display Assembly		Immediately
Displays Shipped to Retail - procedures required to receive .08 per ctn Category II payment:	Send a **display and introductory letter** automatically to accounts on attached list beginning 12/9/96	Please cross out any account that refuses promotion and return list to RJR
You will be credited with the following estimated December monthly Category II payment if all displays are sent to accounts on attached list by December 20, 1996		$123.00*
Packing and shipping payment if packing is completed within 2 weeks		28.00 per 12M case of Live product

*Must make July-Dec. RJR share of market or Savings share of category goal to collect this $

Note:
① Send 1 display to each account on attached DPC list.
② Voice mail 800-757-8255 mail box #48795 to request payment before sending out

51843 4775

Source: https://www.industrydocuments.ucsf.edu/docs/lgbp0000

R. J. Reynolds Tobacco Company
DECEMBER '96 DPC PROMOTION

Account: **UNITED TOBACCO #658500**

Brand Promotion		Salem .20 off 4 carton display	

Display Packing — 2 ctns Salem K
2 ctns Salem LTs

Allocation (cs) — 1 Salem K(12M)
1 Salem LtK(12M)

EFT $ Amount

Displays — 35 PR

Date Product Recvd — 12/9/96

Display Assembly — Immediately

Displays Shipped to Retail - procedures required to receive .08 per ctn Category II payment: — Send a **display and introductory letter** automatically to accounts on attached list beginning 12/9/96 — Please cross out any account that refuses promotion and return list to RJR

You will be credited with the following estimated December monthly Category II payment if all displays are sent to accounts on attached list by December 20, 1996 — $1,588.00*

Packing and shipping payment if packing is completed within 2 weeks — 28.00 per 12M case of Live product

*Must make July-Dec. RJR share of market or Savings share of category goal to collect this $

Note:
① Send 1 display to each account on attached DPC list.
② Voice mail 800-757-8255 mail box #48795 to request payment before sending out displays.

51843 4776

Source: https://www.industrydocuments.ucsf.edu/docs/lgbp0000

R. J. Reynolds Tobacco Company
DECEMBER '96 DPC PROMOTION

Account: **GLIKIN BROS. #227040**

Brand Promotion		Salem .20 off 4 carton display	

Display Packing		2 ctns Salem K 2 ctns Salem LTs
Allocation (cs)		1 Salem K(12M) 1 Salem LtK(12M)
EFT $ Amount		
Displays		23 PR
Date Product Recvd		12/9/96
Display Assembly		Immediately
Displays Shipped to Retail - procedures required to receive .08 per ctn Category II payment:	Send a **display and introductory letter** automatically to accounts on attached list beginning 12/9/96	Please cross out any account that refuses promotion and return list to RJR
You will be credited with the following estimated December monthly Category II payment if all displays are sent to accounts on attached list by December 20, 1996		$1,231.00*
Packing and shipping payment if packing is completed within 2 weeks		28.00 per 12M case of Live product

*Must make July-Dec. RJR share of market or Savings share of category goal to collect this $

Note:
① Send 1 display to each account on attached DPC list.
② Voice mail 800-757-8255 mail box #48795 to request payment before sending out displays.

51843 4777

Source: https://www.industrydocuments.ucsf.edu/docs/lgbp0000

R. J. Reynolds Tobacco Company
DECEMBER '96 DPC PROMOTION

Account: **IRVINGTON TOBACCO #305520**

Brand Promotion		Salem 20 off 1 carton display	

Display Packing		2 ctns Salem K 2 ctns Salem LTs
Allocation (cs)		1 Salem K(12M) 1 Salem LtK(12M)
EFT $ Amount		
Displays		21
Date Product Recvd		12/9/96
Display Assembly		Immediately
Displays Shipped to Retail - procedures required to receive .08 per ctn Category II payment:	Send a **display and introductory letter** automatically to accounts on attached list beginning 12/9/96	Please cross out any account that refuses promotion and return list to RJR
You will be credited with the following estimated December monthly Category II payment if all displays are sent to accounts on attached list by December 20, 1996		$865.00*
Packing and shipping payment if packing is completed within 2 weeks		28.00 per 12M case of Live product

*Must make July-Dec. RJR share of market or Savings share of category goal to collect this $

Note:
① Send 1 display to each account on attached DPC list.
② Voice mail 800-757-8255 mail box #48795 to request payment before sending out displays.

51843 4778

Source: https://www.industrydocuments.ucsf.edu/docs/lgbp0000

R. J. Reynolds Tobacco Company
DECEMBER '96 DPC PROMOTION

Account: **A. TRENK #193350**

Brand Promotion		Salem .20 off 4 carton display	

Display Packing		2 ctns Salem K 2 ctns Salem LTs
Allocation (cs)		1 Salem K(12M) 1 Salem LtK(12M)
EFT $ Amount		
Displays		9
Date Product Recvd		12/9/96
Display Assembly		Immediately
Displays Shipped to Retail - procedures required to receive .08 per ctn Category II payment:	Send a **display and introductory letter** automatically to accounts on attached list beginning 12/9/96	Please cross out any account that refuses promotion and return list to RJR
You will be credited with the following estimated December monthly Category II payment if all displays are sent to accounts on attached list by December 20, 1996		$435.00*
Packing and shipping payment if packing is completed within 2 weeks		28.00 per 12M case of Live product

*Must make July-Dec. RJR share of market or Savings share of category goal to collect this $

Note:
① Send 1 display to each account on attached DPC list.
② Voice mail 800-757-8255 mail box #48795 to request payment before sending out displays.

51843 4779

Source: https://www.industrydocuments.ucsf.edu/docs/lgbp0000

R. J. Reynolds Tobacco Company
DECEMBER '96 DPC PROMOTION

Account: **188 HALSEY MYRLTE CORP. #109310**

Brand Promotion		Salem .20 off 4 carton display	

Display Packing		2 ctns Salem K 2 ctns Salem LTs
Allocation (cs)		1 Salem K(12M) 1 Salem LtK(12M)
EFT $ Amount		
Displays		26
Date Product Recvd		12/9/96
Display Assembly		Immediately
Displays Shipped to Retail - procedures required to receive .08 per ctn Category II payment:	Send a **display and introductory letter** automatically to accounts on attached list beginning 12/9/96	Please cross out any account that refuses promotion and return list to RJR
You will be credited with the following estimated December monthly Category II payment if all displays are sent to accounts on attached list by December 20, 1996		$653.00*
Packing and shipping payment if packing is completed within 2 weeks		28.00 per 12M case of Live product

*Must make July-Dec. RJR share of market or Savings share of category goal to collect this $

51843 4780

Source: https://www.industrydocuments.ucsf.edu/docs/lgbp0000

R. J. Reynolds Tobacco Company
DECEMBER '96 DPC PROMOTION

Account: **B. EISLER #176520**

Brand Promotion		Salem .20 off 4 carton display	

Display Packing		2 ctns Salem K 2 ctns Salem LTs
Allocation (cs)		1 Salem K(12M) 1 Salem LtK(12M)
EFT $ Amount		
Displays		**23**
Date Product Recvd		12/9/96
Display Assembly		Immediately
Displays Shipped to Retail - procedures required to receive .08 per ctn Category II payment:	Send a **display and introductory letter** automatically to accounts on attached list beginning 12/9/96	Please cross out any account that refuses promotion and return list to RJR
You will be credited with the following estimated December monthly Category II payment if all displays are sent to accounts on attached list by December 20, 1996		$308.00*
Packing and shipping payment if packing is completed within 2 weeks		28.00 per 12M case of Live product

*Must make July-Dec. RJR share of market or Savings share of category goal to collect this $

Note:
① Send 1 display to each account on attached DPC list.
② Voice mail 800-757-8255 mail box #48795 to request payment before sending out displays.

51843 4781

Source: https://www.industrydocuments.ucsf.edu/docs/lgbp0000

R. J. Reynolds Tobacco Company
DECEMBER '96 DPC PROMOTION

Account: **C. A. BURKE. #083160**

Brand Promotion		Salem .20 off 4 carton display	

Display Packing		2 ctns Salem K 2 ctns Salem LTs
Allocation (cs)		2 Salem K(12M) 2 Salem LtK(12M)
EFT $ Amount		
Displays		44 PR
Date Product Recvd		12/9/96
Display Assembly		Immediately
Displays Shipped to Retail - procedures required to receive .08 per ctn Category II payment:	Send a **display and introductory letter** automatically to accounts on attached list beginning 12/9/96	Please cross out any account that refuses promotion and return list to RJR
You will be credited with the following estimated December monthly Category II payment if all displays are sent to accounts on attached list by December 20, 1996		$1,450.00*
Packing and shipping payment if packing is completed within 2 weeks		28.00 per 12M case of Live product

*Must make July-Dec. RJR share of market or Savings share of category goal to collect this $

Note:
① Send 1 display to each account on attached DPC list.
② Voice mail 800-757-8255 mail box #48795 to request payment before sending out

51843 4782

Source: https://www.industrydocuments.ucsf.edu/docs/lgbp0000

R. J. Reynolds Tobacco Company
DECEMBER '96 DPC PROMOTION

Account: **FERNANDEZ #193350**

Brand Promotion		Salem .20 off 4 carton display	

Display Packing		2 ctns Salem K 2 ctns Salem LTs
Allocation (cs)		1 Salem K(12M) 1 Salem LtK(12M)
EFT $ Amount		
Displays		13 PR
Date Product Recvd		12/9/96
Display Assembly		Immediately
Displays Shipped to Retail - procedures required to receive .08 per ctn Category II payment:	Send a **display and introductory letter** automatically to accounts on attached list beginning 12/9/96	Please cross out any account that refuses promotion and return list to RJR
You will be credited with the following estimated December monthly Category II payment if all displays are sent to accounts on attached list by December 20, 1996		$446.00*
Packing and shipping payment if packing is completed within 2 weeks		28.00 per 12M case of Live product

*Must make July-Dec. RJR share of market or Savings share of category goal to collect this $

Note:
① Send 1 display to each account on attached DPC list.
② Voice mail 800-757-8255 mail box #48795 to request payment before sending out displays.

51843 4783

Source: https://www.industrydocuments.ucsf.edu/docs/lgbp0000

R. J. Reynolds Tobacco Company
DECEMBER '96 DPC PROMOTION

Account: **A. MONTEVERDI #434400**

Brand Promotion		Salem .20 off 4 carton display	

Display Packing — 2 ctns Salem K
2 ctns Salem LTs

Allocation (cs) — 1 Salem K(12M)
1 Salem LtK(12M)

EFT $ Amount

Displays — 27

Date Product Recvd — 12/9/96

Display Assembly — Immediately

Displays Shipped to Retail - procedures required to receive .08 per ctn Category II payment:

Send a **display and introductory letter automatically to accounts on attached list beginning 12/9/96**

Please cross out any account that refuses promotion and return list to RJR

You will be credited with the following estimated December monthly Category II payment if all displays are sent to accounts on attached list by December 20, 1996

$730.00*

Packing and shipping payment if packing is completed within 2 weeks

28.00 per 12M case of Live product

*Must make July-Dec. RJR share of market or Savings share of category goal to collect this $

Note:
① Send 1 display to each account on attached DPC list.
② Voice mail 800-757-8255 mail box #48795 to request payment before sending out displays.

51843 4784

Source: https://www.industrydocuments.ucsf.edu/docs/lgbp0000

R. J. Reynolds Tobacco Company
DECEMBER '96 DPC PROMOTION

Account: **THOMSON OKUN #641180**

Brand Promotion		Salem .20 off 4 carton display	

Display Packing		2 ctns Salem K 2 ctns Salem LTs
Allocation (cs)		1 Salem K(12M) 1 Salem LtK(12M)
EFT $ Amount		
Displays		17
Date Product Recvd		12/9/96
Display Assembly		Immediately
Displays Shipped to Retail - procedures required to receive .08 per ctn Category II payment:	Send a **display and introductory letter** automatically to accounts on attached list beginning 12/9/96	Please cross out any account that refuses promotion and return list to RJR
You will be credited with the following estimated December monthly Category II payment if all displays are sent to accounts on attached list by December 20, 1996		$428.00*
Packing and shipping payment if packing is completed within 2 weeks		28.00 per 12M case of Live product

*Must make July-Dec. RJR share of market or Savings share of category goal to collect this $

Note:
① Send 1 display to each account on attached DPC list.
② Voice mail 800-757-8255 mail box #48795 to request payment before sending out displays.

51843 4785

Source: https://www.industrydocuments.ucsf.edu/docs/lgbp0000

R. J. Reynolds Tobacco Company
DECEMBER '96 DPC PROMOTION

Account: **PATERSON TOBACCO #488910**

Brand Promotion		Salem .20 off 4 carton display	

Display Packing		2 ctns Salem K 2 ctns Salem LTs
Allocation (cs)		1 Salem K(12M) 1 Salem LtK(12M)
EFT $ Amount		
Displays		21
Date Product Recvd		12/9/96
Display Assembly		Immediately
Displays Shipped to Retail - procedures required to receive .08 per ctn Category II payment:	Send a **display and introductory letter** automatically to accounts on attached list beginning 12/9/96	Please cross out any account that refuses promotion and return list to RJR
You will be credited with the following estimated December monthly Category II payment if all displays are sent to accounts on attached list by December 20, 1996		$1386.00*
Packing and shipping payment if packing is completed within 2 weeks		28.00 per 12M case of Live product

*Must make July-Dec. RJR share of market or Savings share of category goal to collect this $

Note:
① Send 1 display to each account on attached DPC list.
② Voice mail 800-757-8255 mail box #48795 to request payment before sending out displays.

51843 4786

Source: https://www.industrydocuments.ucsf.edu/docs/lgbp0000